

FIGURE 1

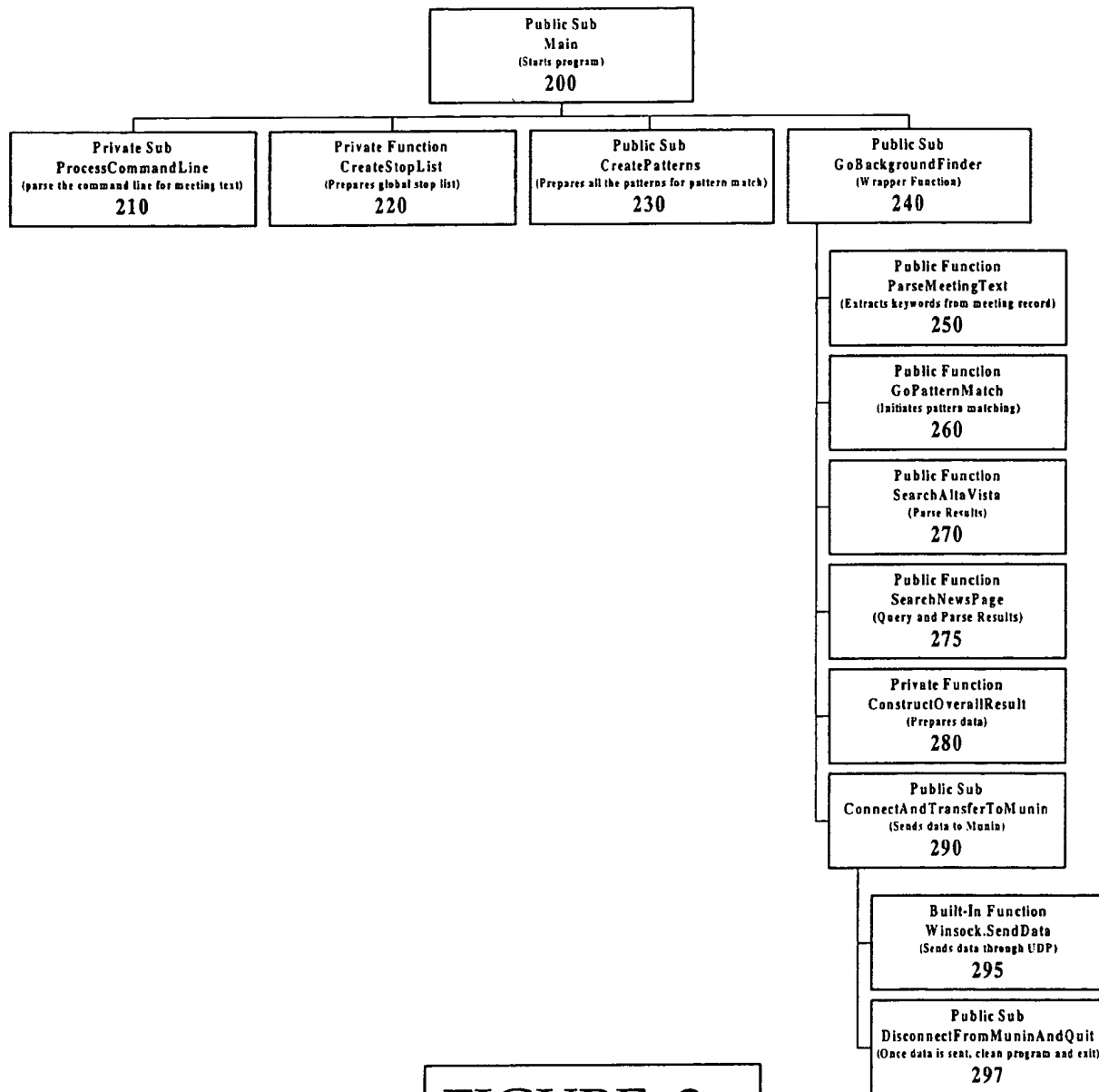


FIGURE 2

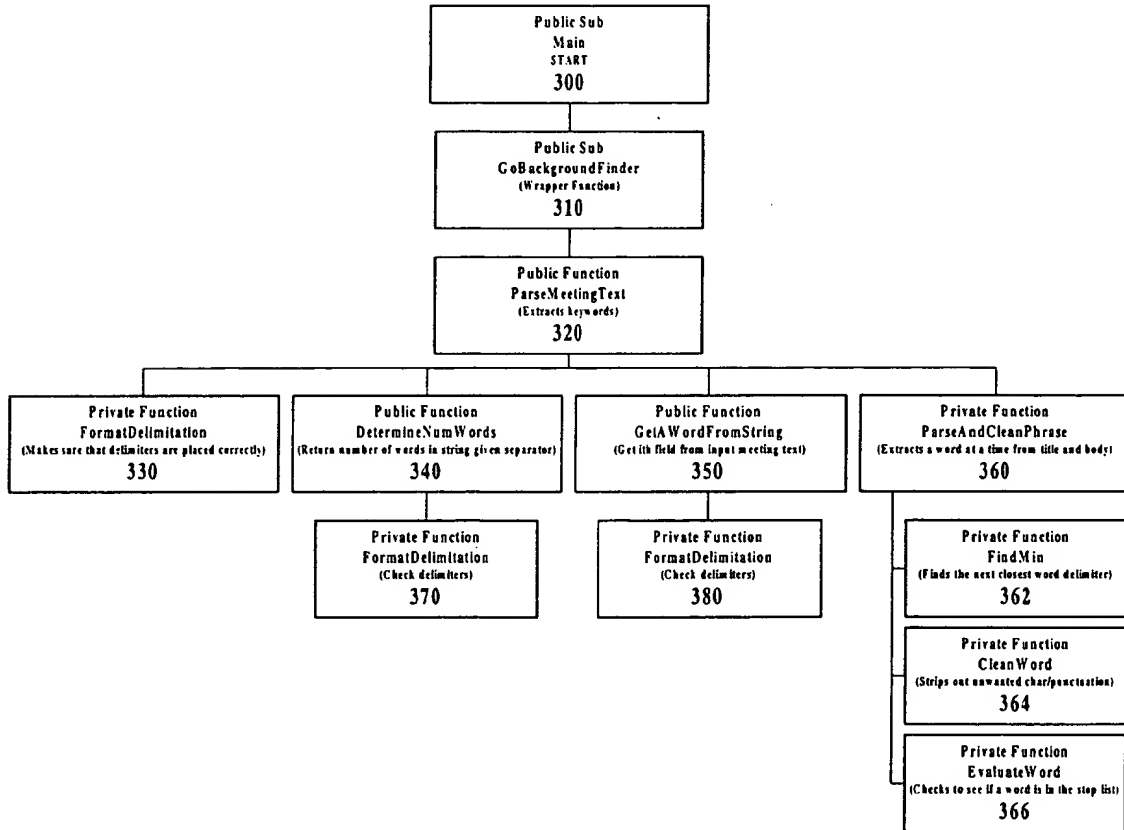


FIGURE 3

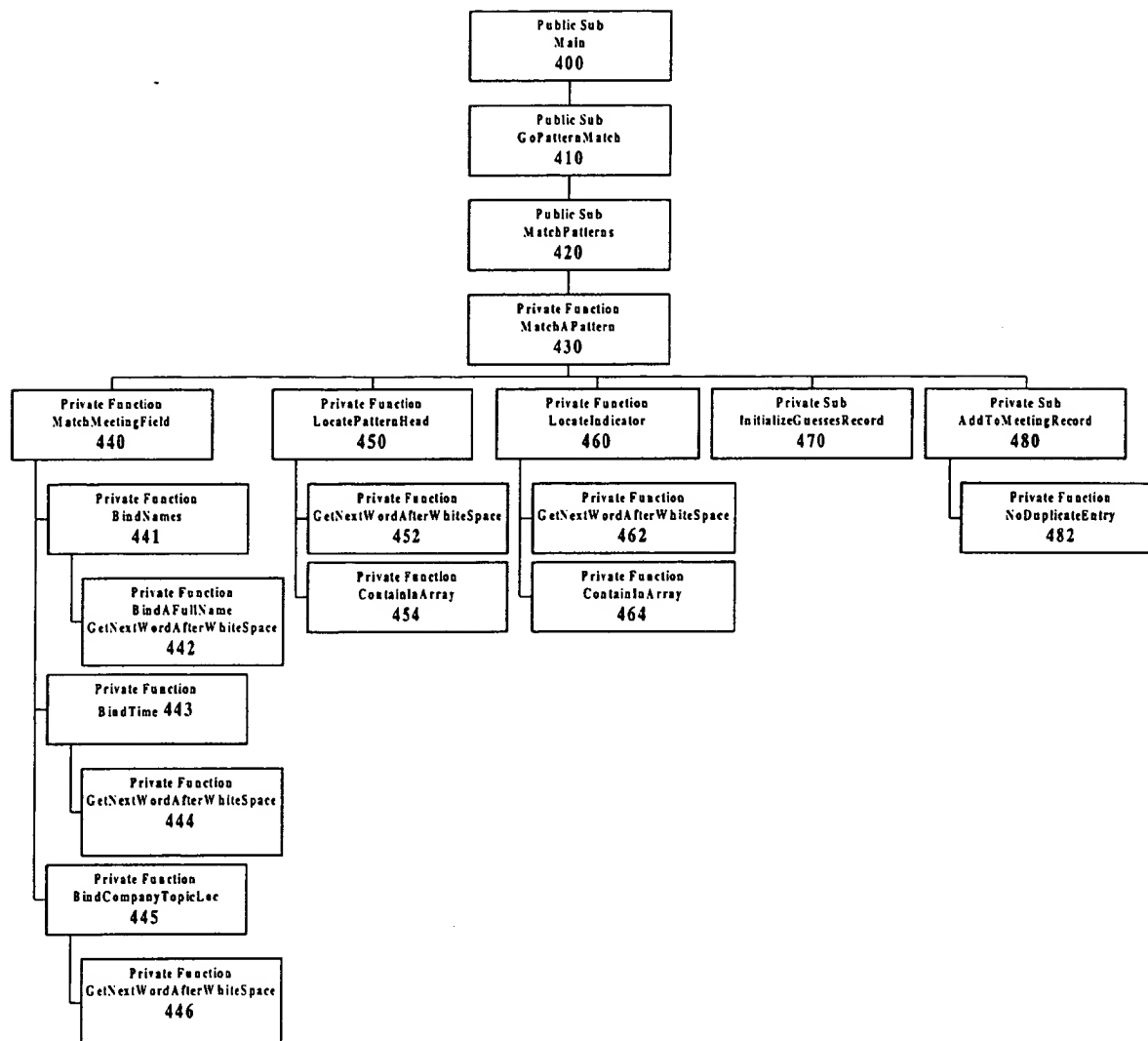


FIGURE 4

FOOTNOTES: 09452660

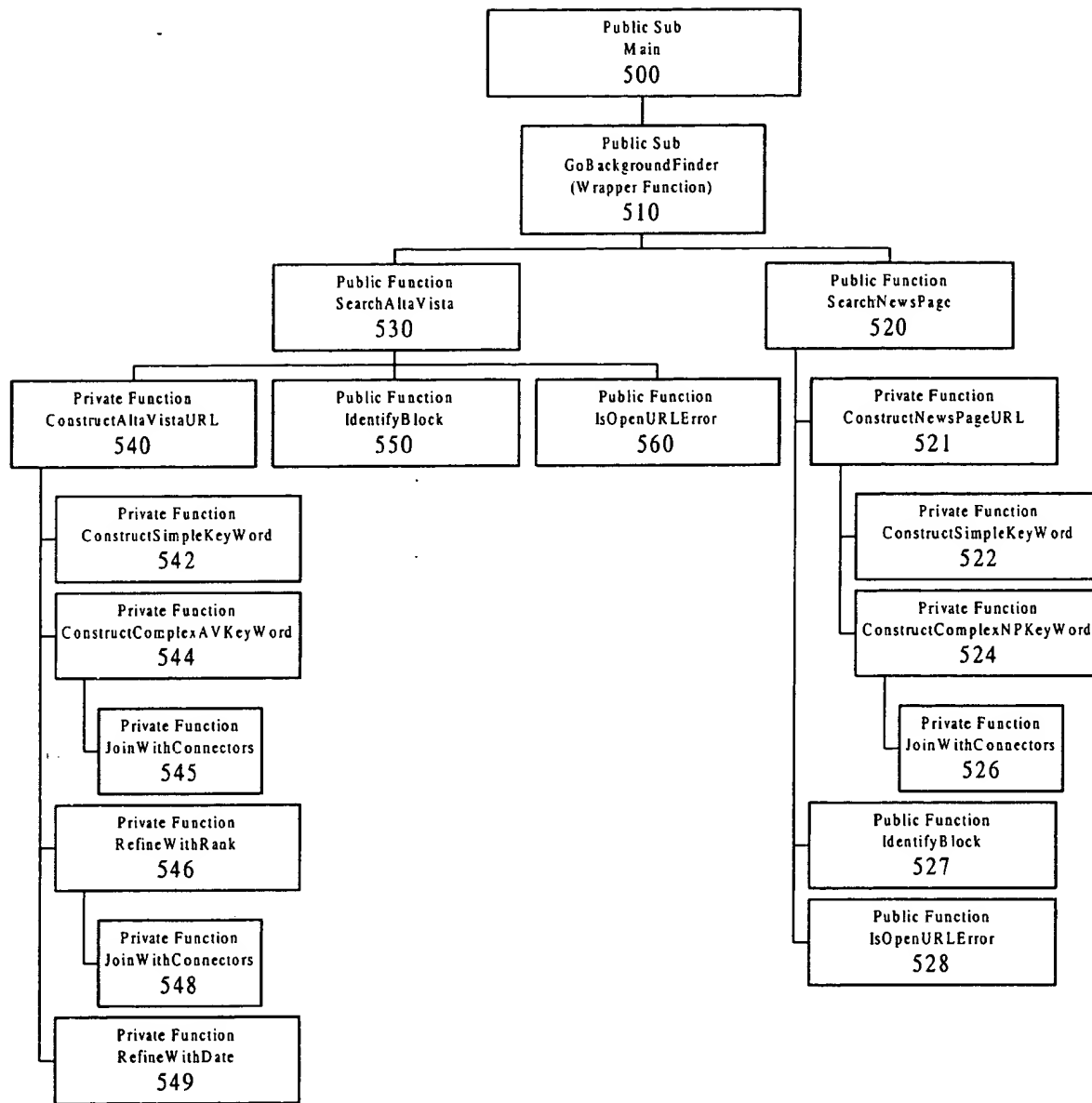


FIGURE 5

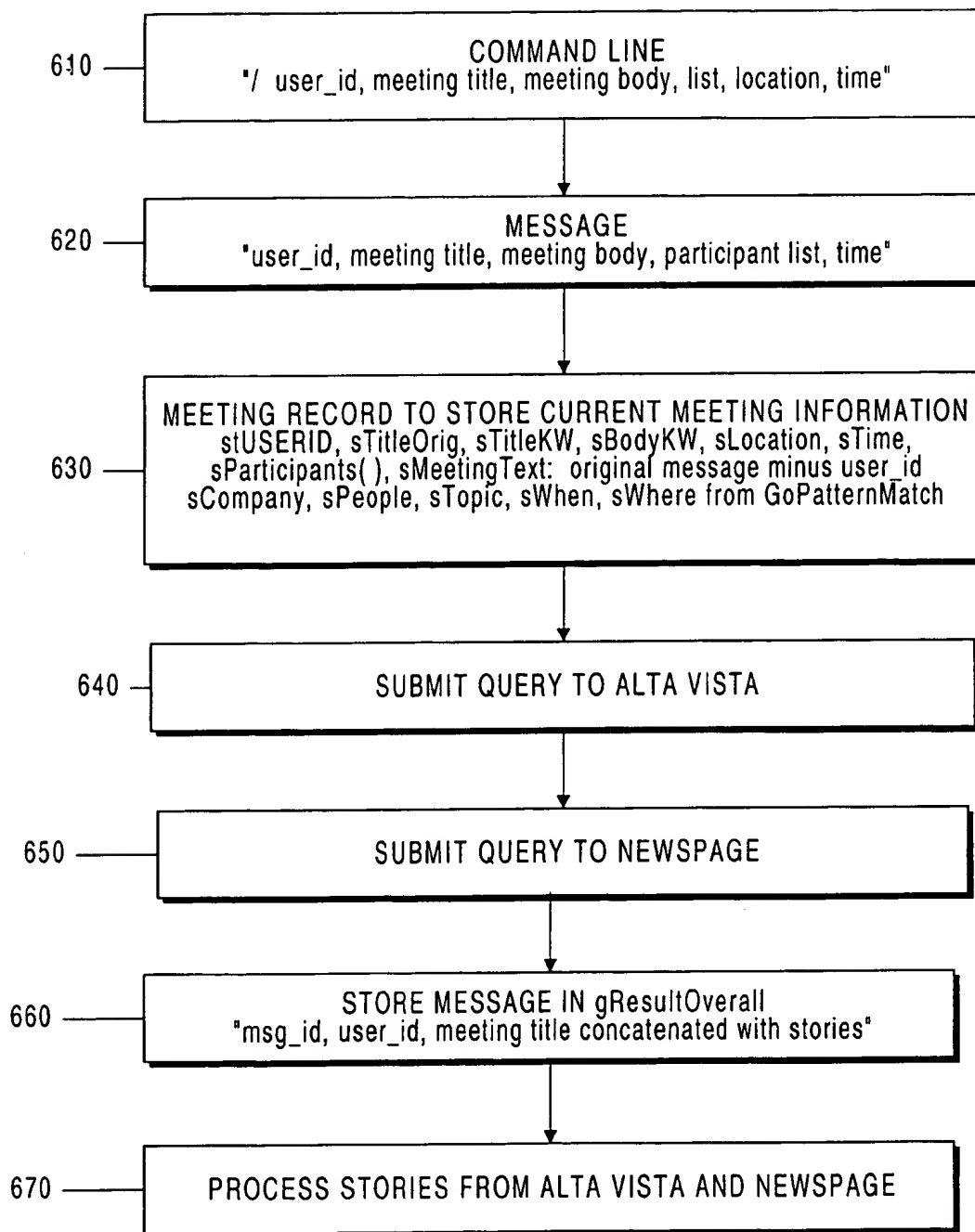


FIGURE 6

TOP SECRET 09452650

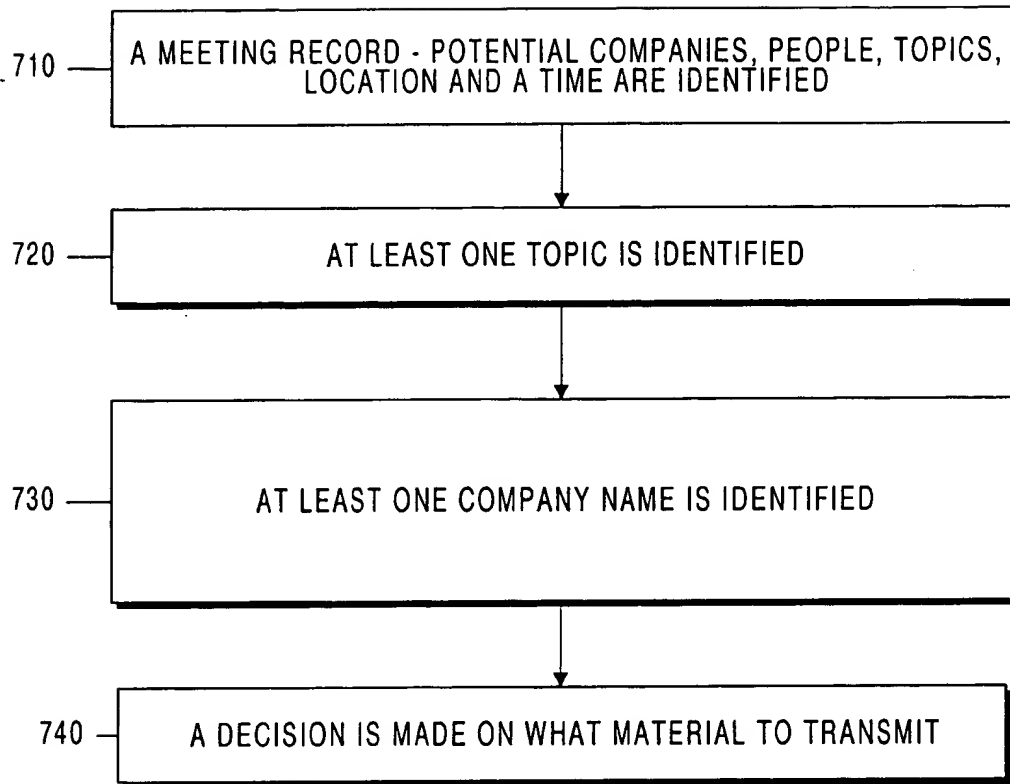


FIGURE 7

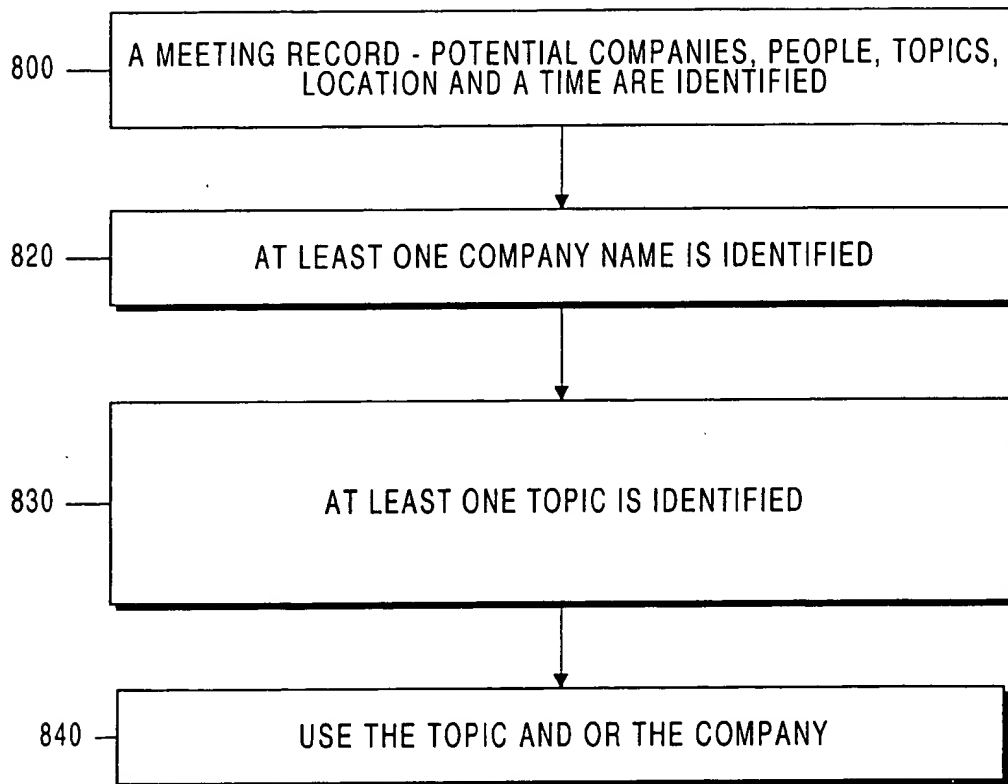


FIGURE 8

FIG. 9

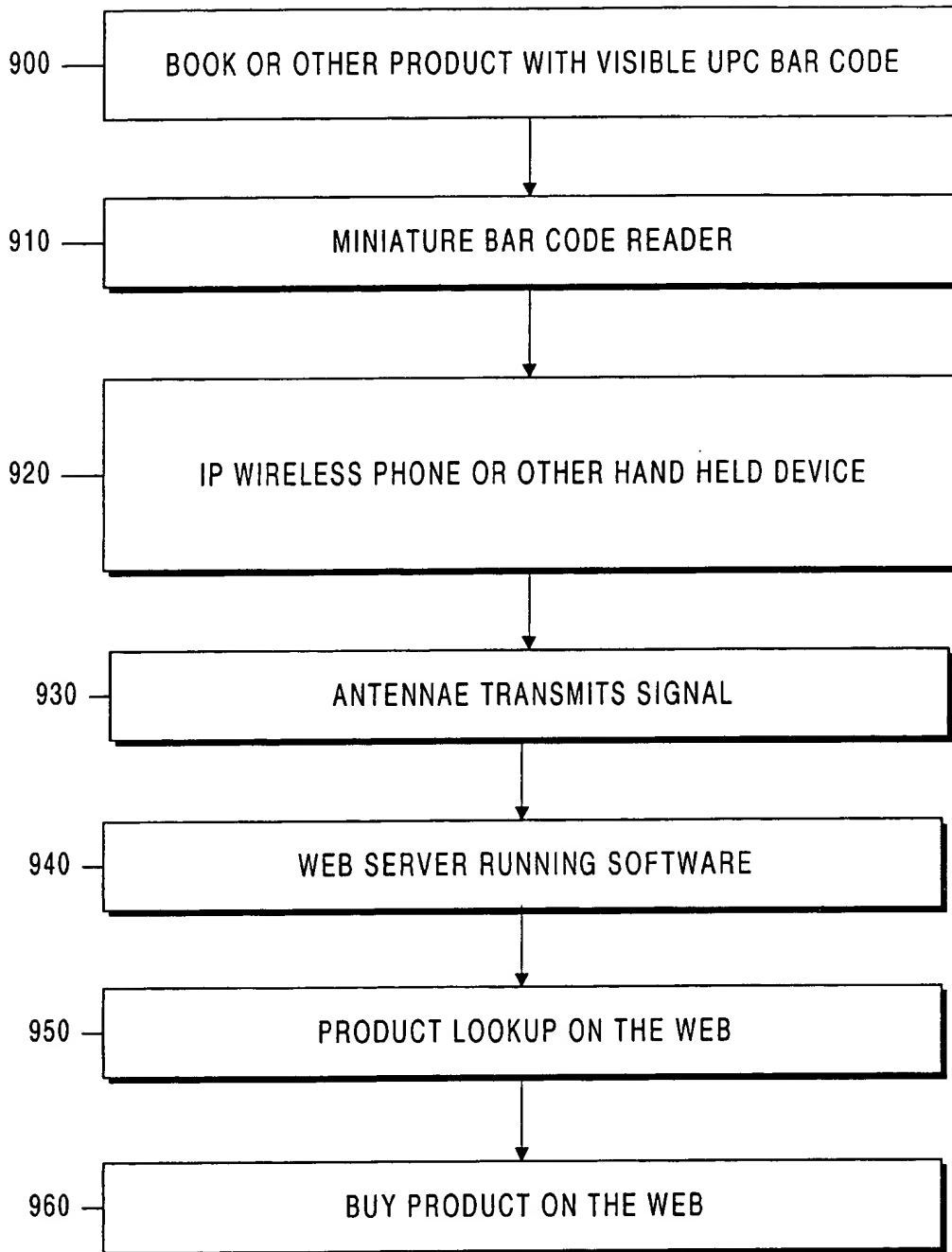


FIGURE 9

FIGURE 10A

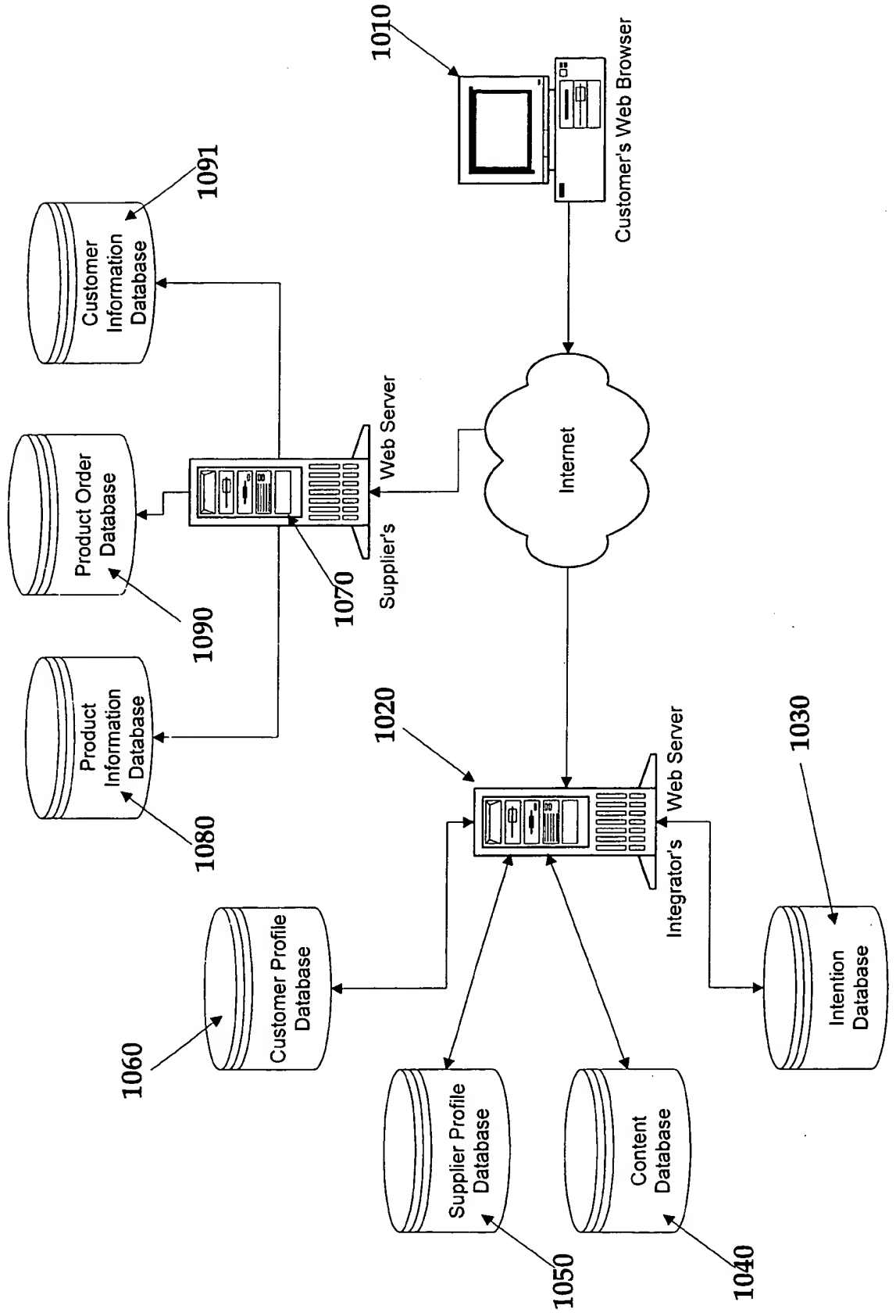
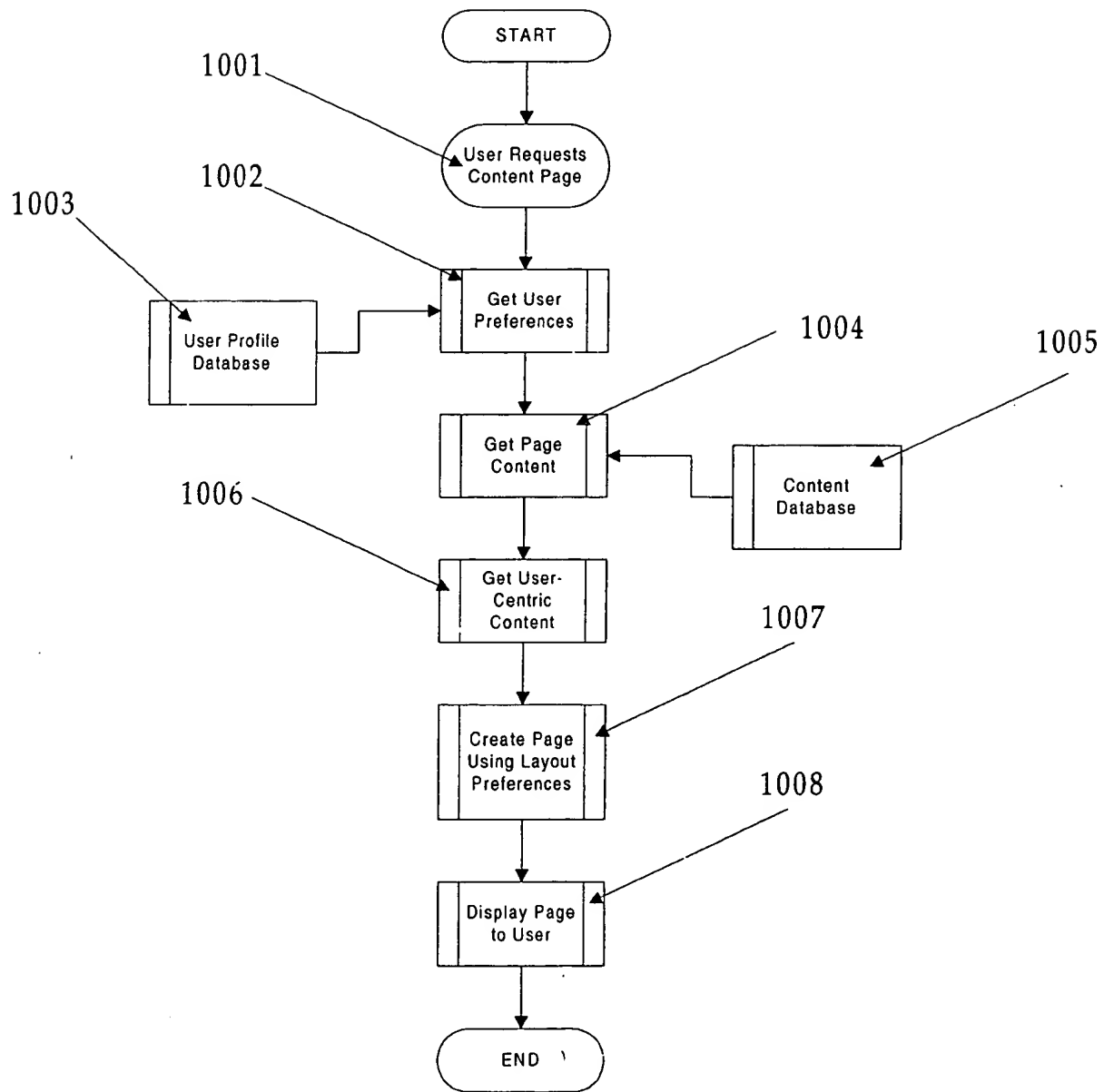


Figure 10B



09975450-101001

Figure 11: Retrieve User-Centric Content

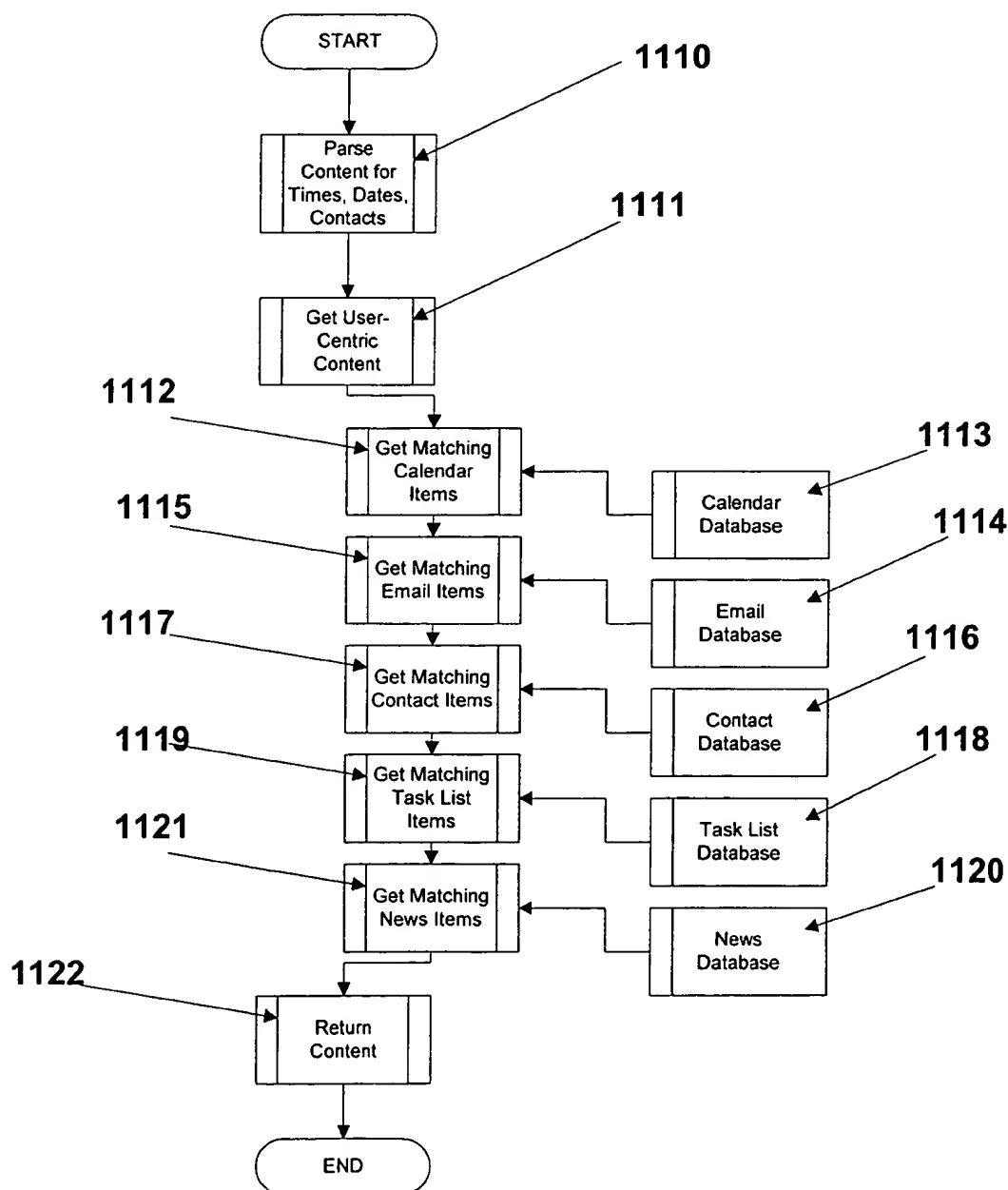


Figure 12: User Profile Data Model

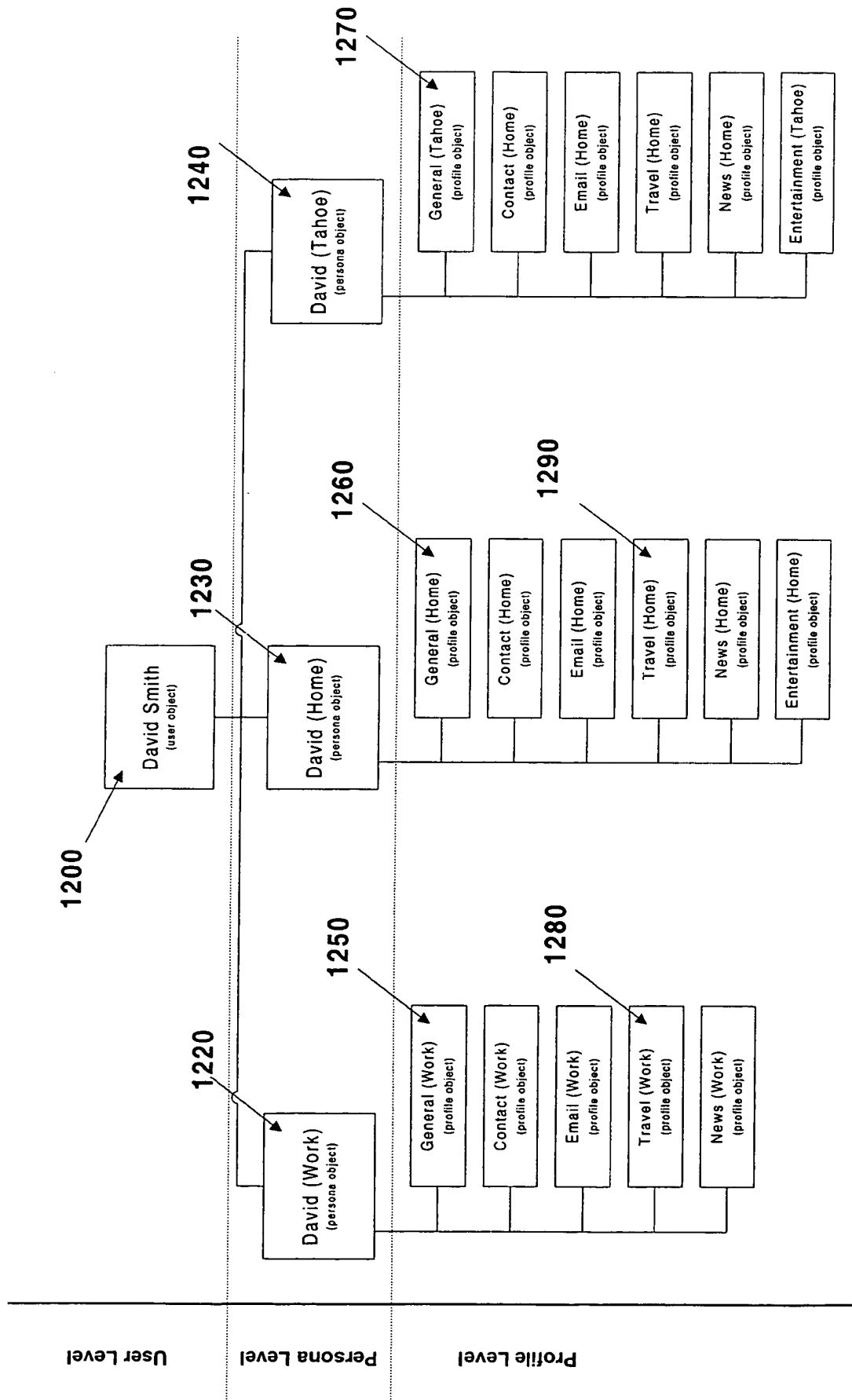


Figure 13: Persona Data Model

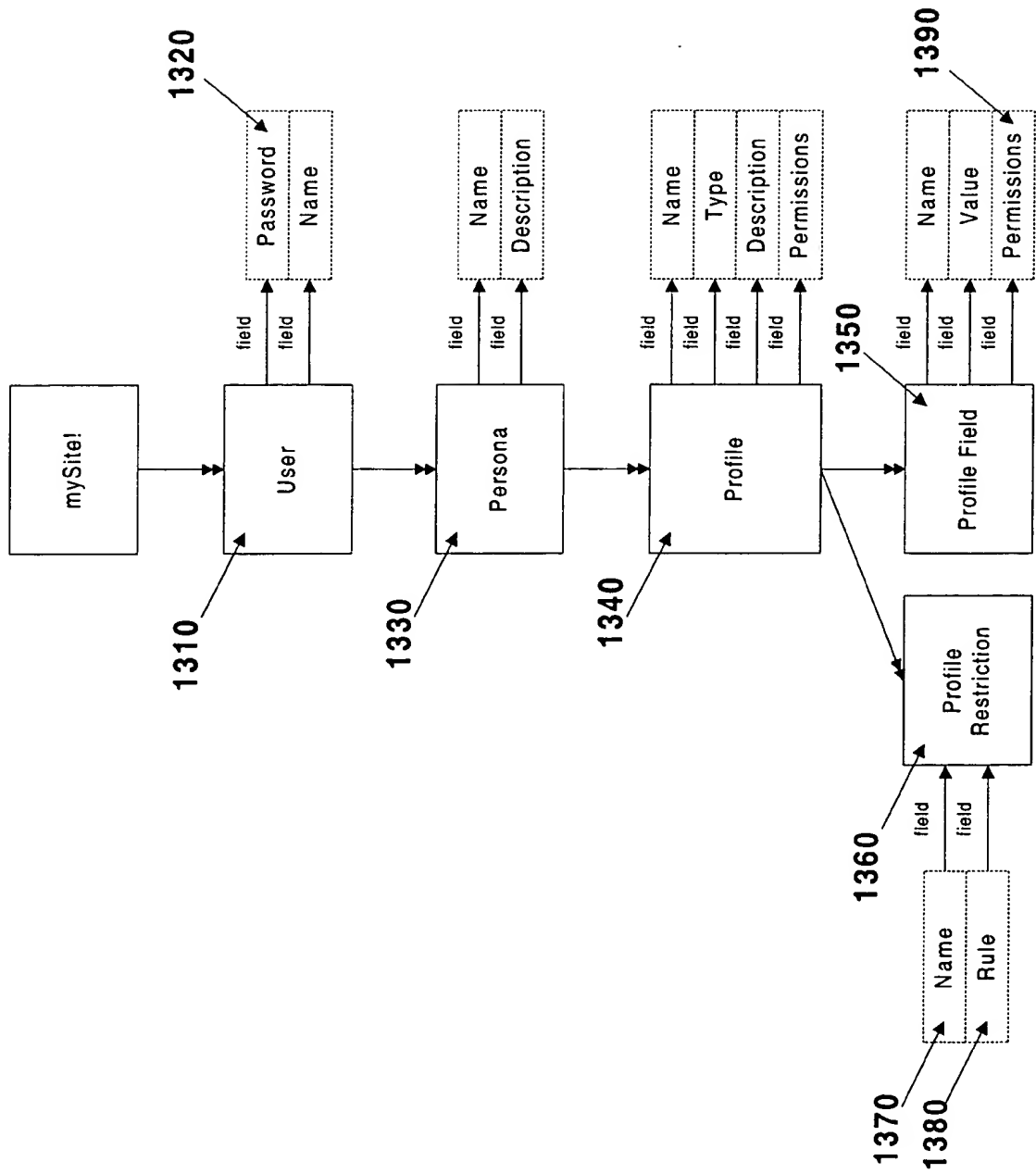


Figure 14: Intention Data Model

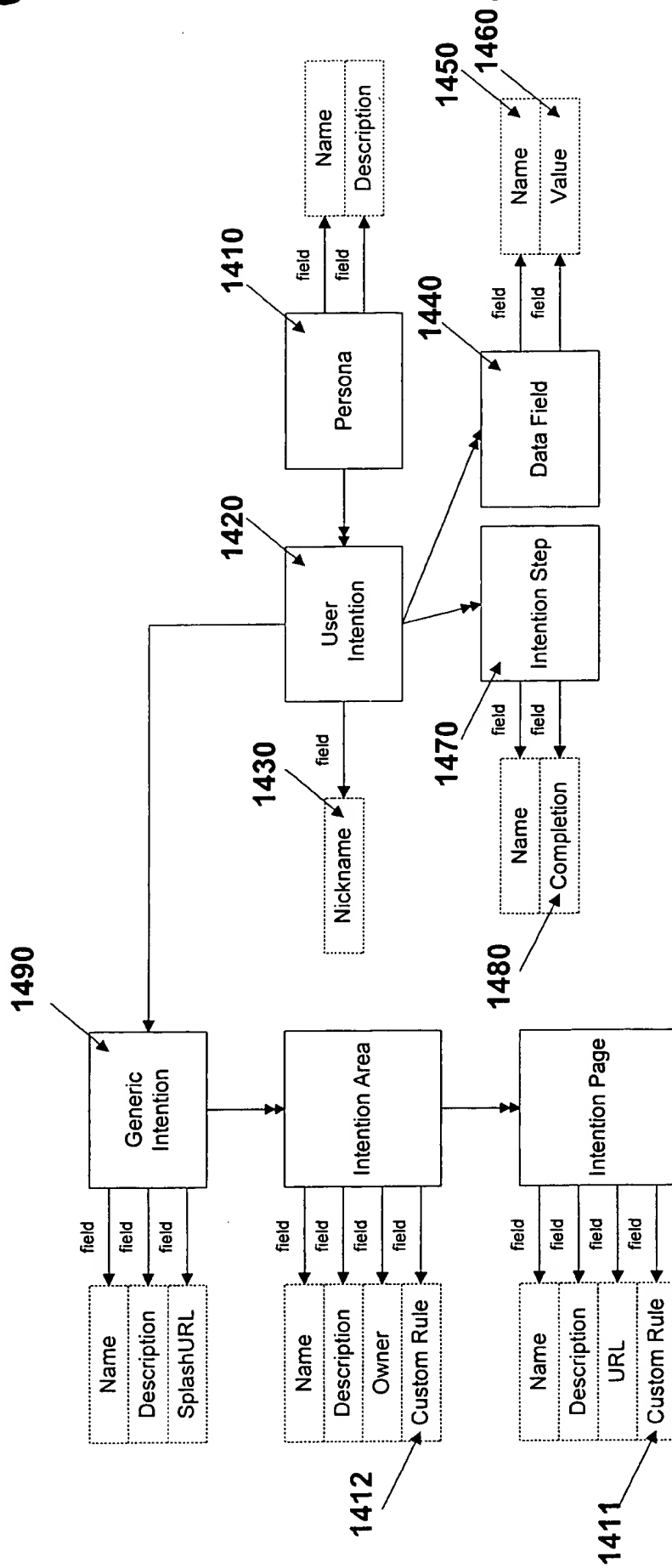


Figure 15

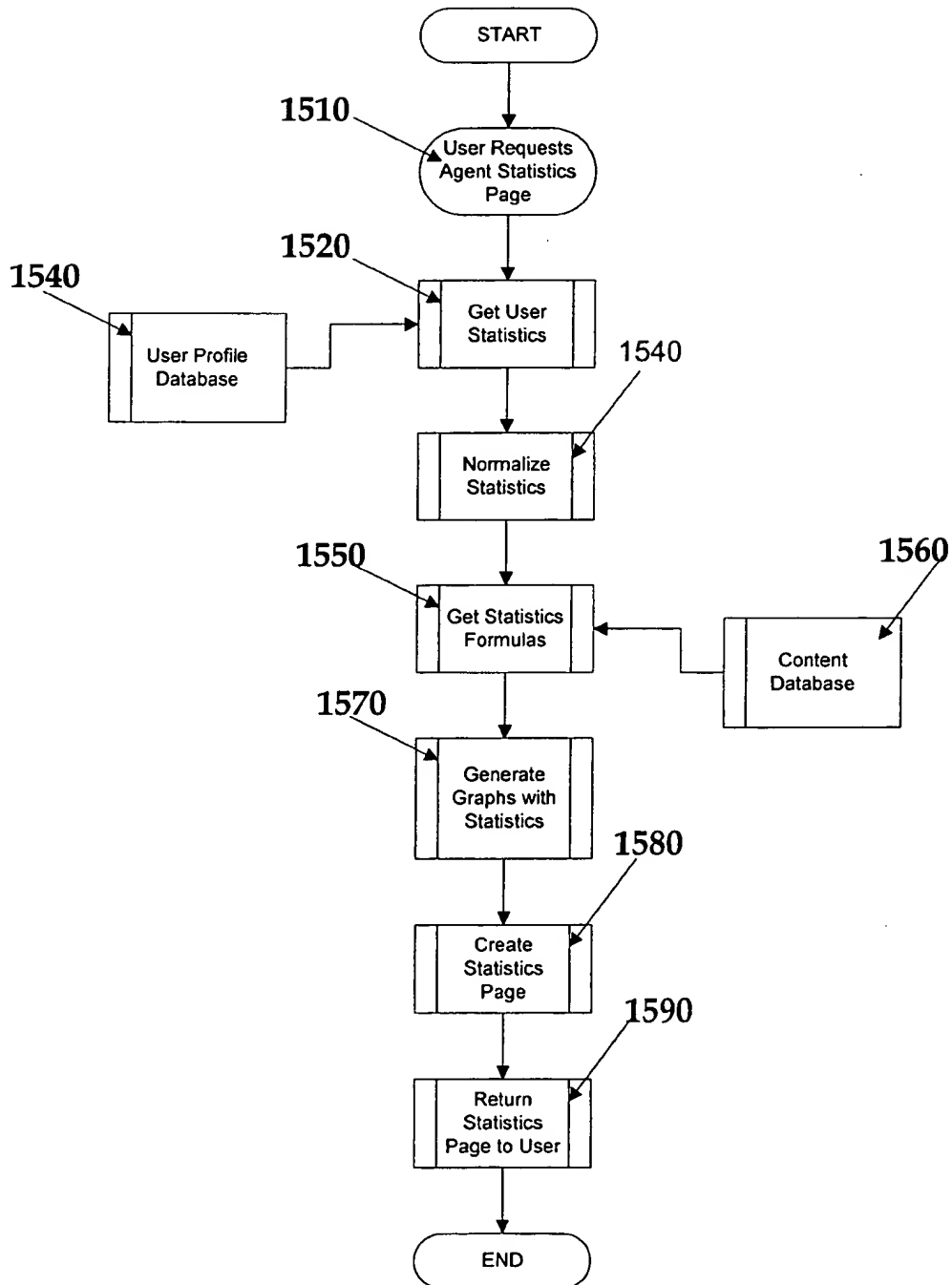


Figure 16

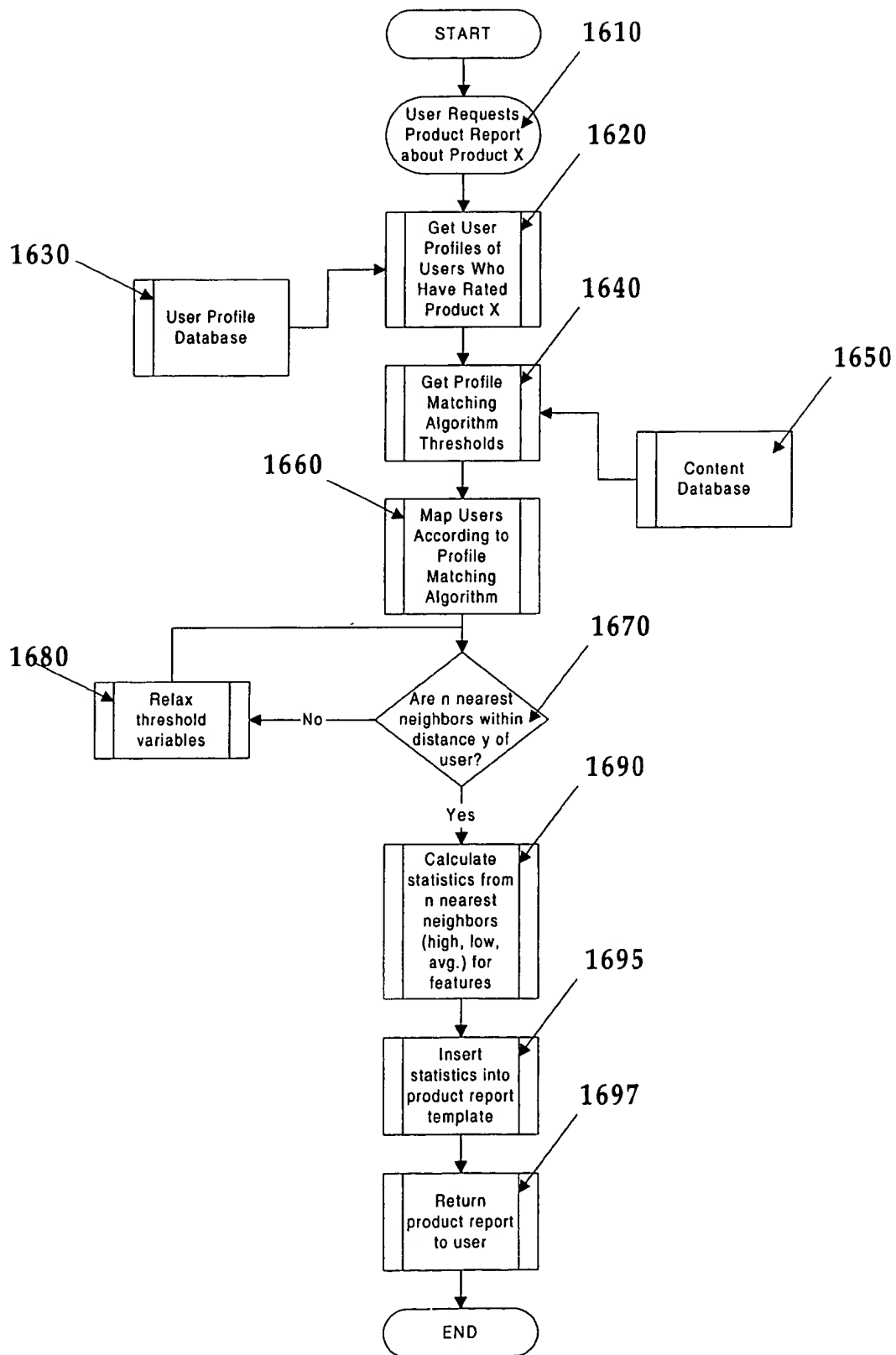


Figure 17

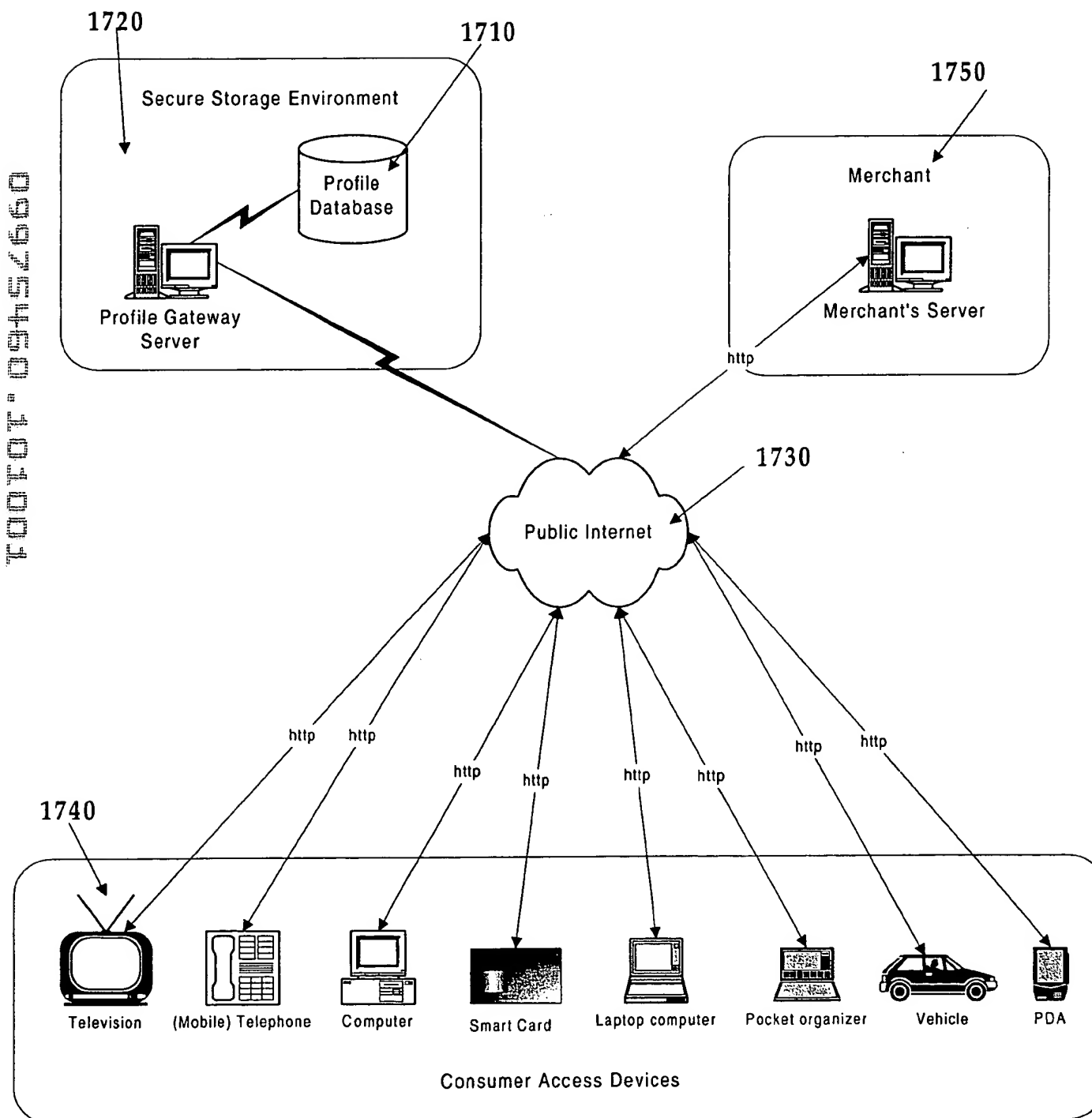


Figure 18

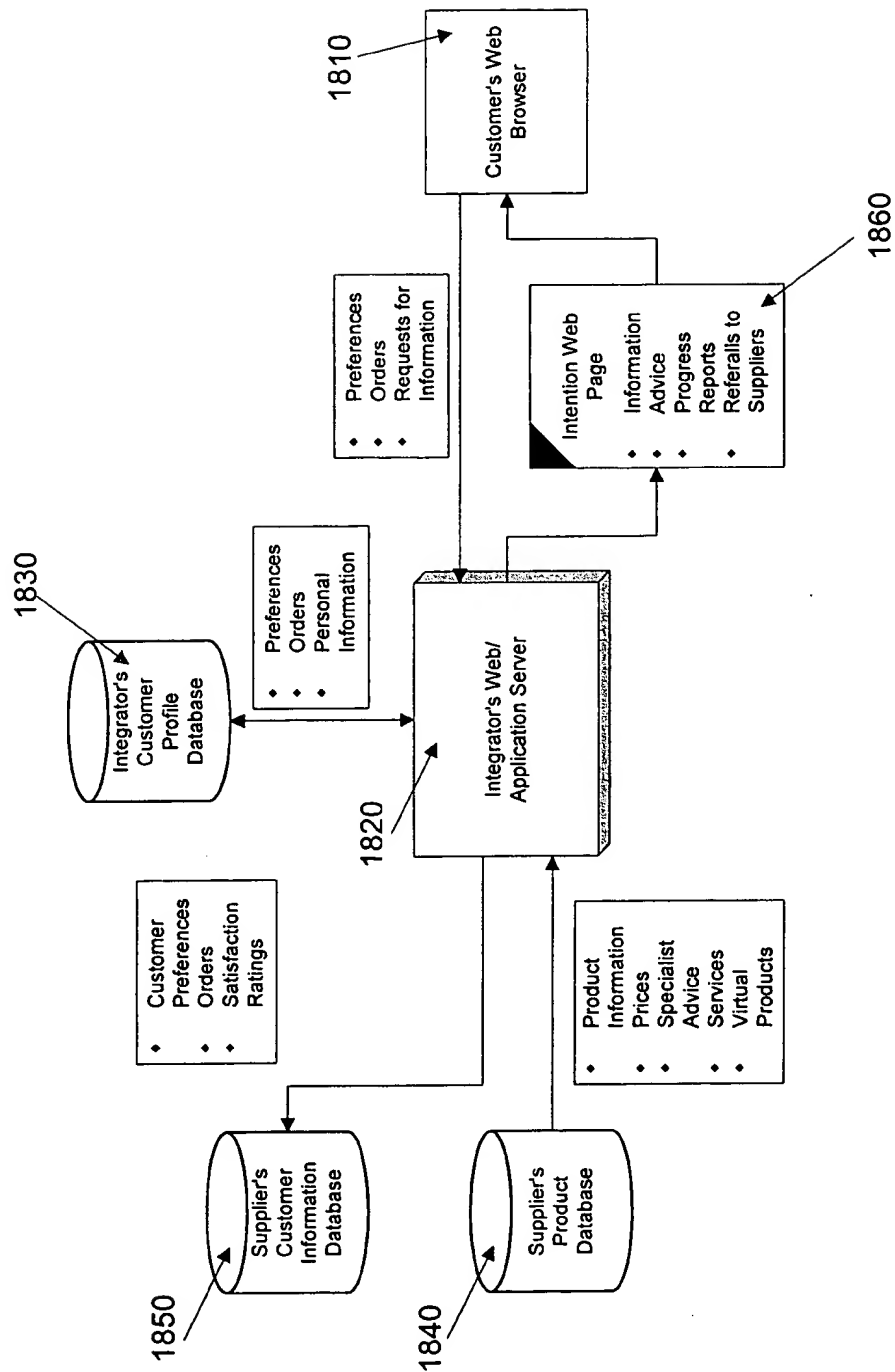
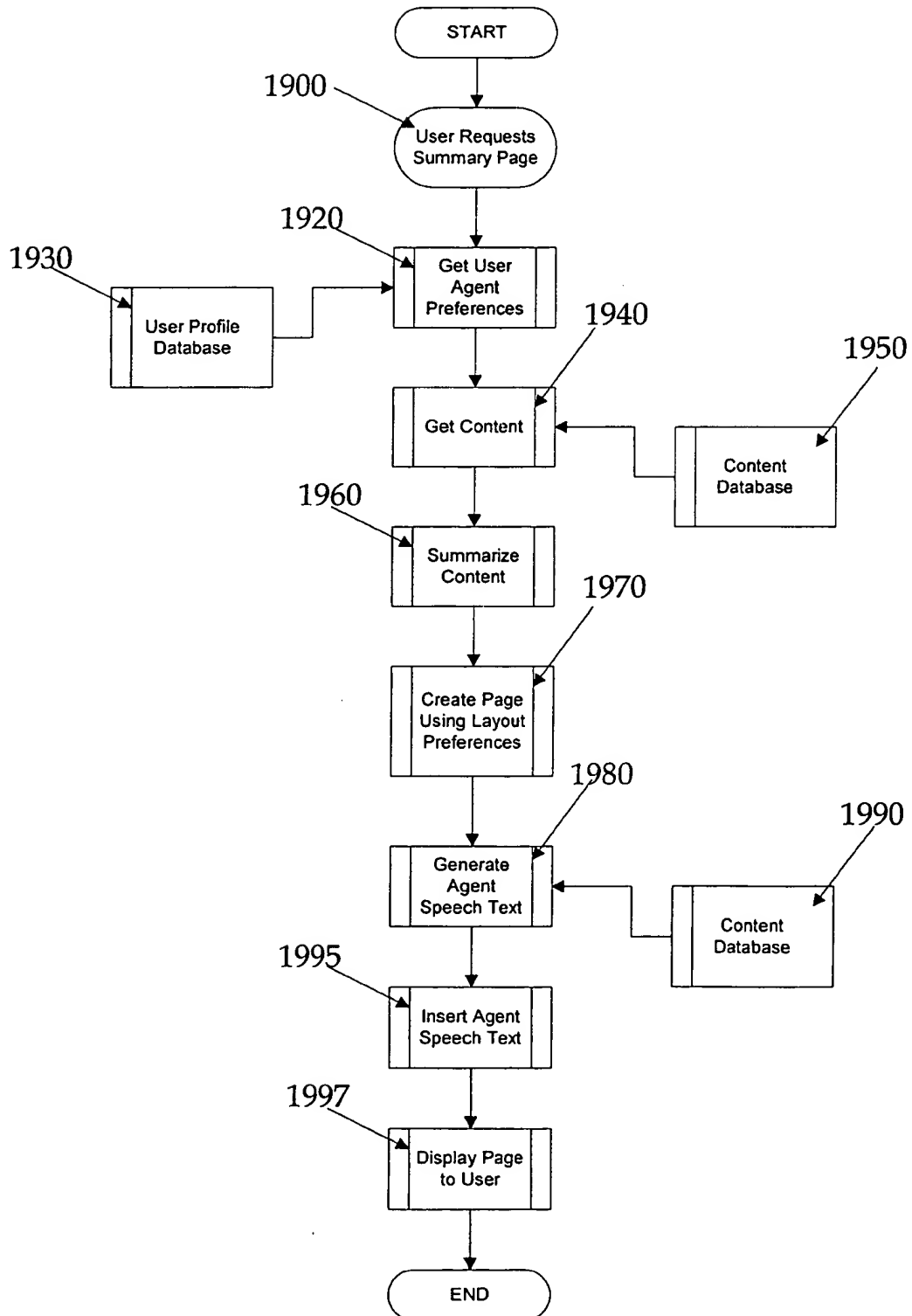


FIGURE 19



FOOTOT" 09452660



FIGURE 20

mySite! - David Smith - Microsoft Internet Explorer

Welcome back, David!

Managing Daily Logistics

2142 MARKETPLACE 2140 FINANCES 2130 HOUSEHOLD 2120 TRAVEL 2110

Profile Name: My Home Profile Add

2180 2150

2146

Personal Information

Financial

Interests

Family

Travel

News

Preferences

Public Page

Permissions

First Name	David	Never	Ask	Always
Middle Init.	J	Never	Ask	Always
Last Name	Smith	Never	Ask	Always
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female	Never	Ask	Always
Address 1	1661 Page Mill Road	Never	Ask	Always
Address 2	Apt 300	Never	Ask	Always
City	Palo Alto	Never	Ask	Always
State	CA	Never	Ask	Always
Country	United States	Never	Ask	Always
Zip Code	94304	Never	Ask	Always
Homeowner	<input type="radio"/> Own <input checked="" type="radio"/> Rent	Never	Ask	Always

Full Local Intranet Zone

FIGURE 21

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels FullScreen Mail Print Links

my Site!

David J. Smith

NEWS

Front Page

World News

Local News

Personal Finance

Merchants

Arts & Music

Real Estate

Personal Health

Managing Daily Logistics

MARKETPLACE FINANCES HOUSEHOLD TRAVEL

Buy and sell goods in the electronic marketplace

World News

FYI! news

Latest Headlines

Environmental Lobbyists Call for Expanded Protections

Report: World Population Growth Eases

Local News

City Adopts New Flood Management Strategy

Mayoral Race Nears Finish

Road Construction Delays Marathon

Real Estate

W.I. Real Estate Names Two Members to Management Team

CBT Appoints Greg Vorwaller to Head Properties Group

2220

2210

2230

Local intranet zone

FIGURE 22

mySite! - David Smith - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Full Screen

Site!

David J. Smith

Managing to Productive Elder Years

FINANCIAL PLANNER 2320

HEALTH WATCH 2330

RETIREMENT GOALS 2340

ESTATE PLANNING 2350

LIFESTYLE 2360

Talk to Someone... 2395

Life Insurance

Policy Details

Policy Type: Whole Life

Policy Number: 79861-2

Monthly Premium: \$45

Total Benefit: \$750K

Coverage Calculation

Long Term	\$890,000
Household Needs	\$750,000
Household Assets	No coverage needed (\$80,000)
Coverage Requirement	

Insurance Management

Financial Goals Account Management

401(k)/IRA

Life Insurance Needs

Dollars (in thousands)

Age

27 31 35 39 43 47

Current Coverage Level

Recommended Coverage Level

Change Policy 2380

Overview **Auto** **Home** **Health** **Life** 2390

Life Insurance Needs

You are overinsured!

With recent life events, your life insurance needs have changed. Your household now has enough assets to manage should there be an unexpected death in the family. Press either Change Policy button to make adjustments or cancel your policy.

life insurance needs have changed. The chart 2300

Local intranet zone

FIGURE 23

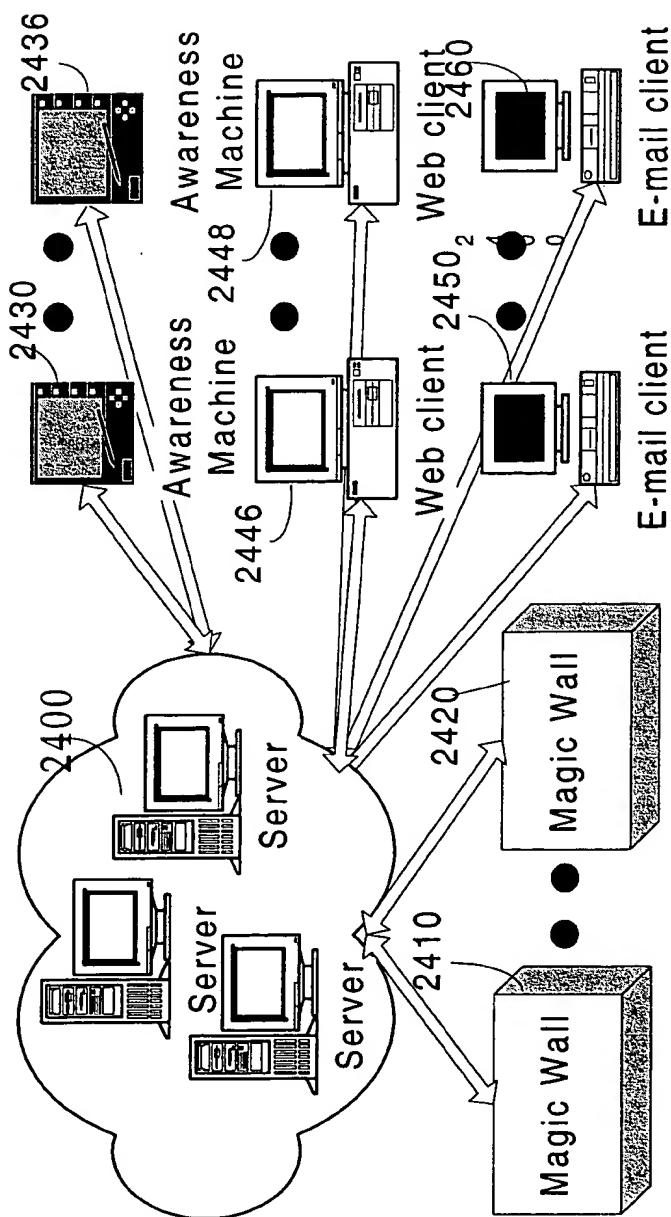


Figure 24

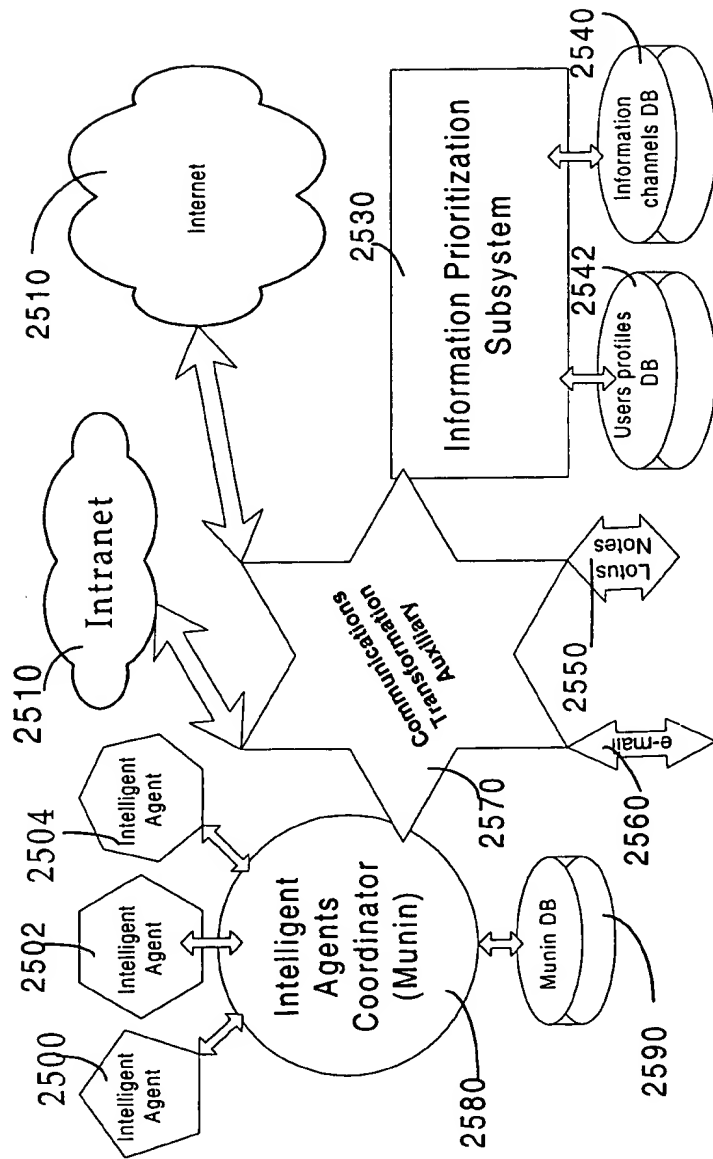


Figure 25

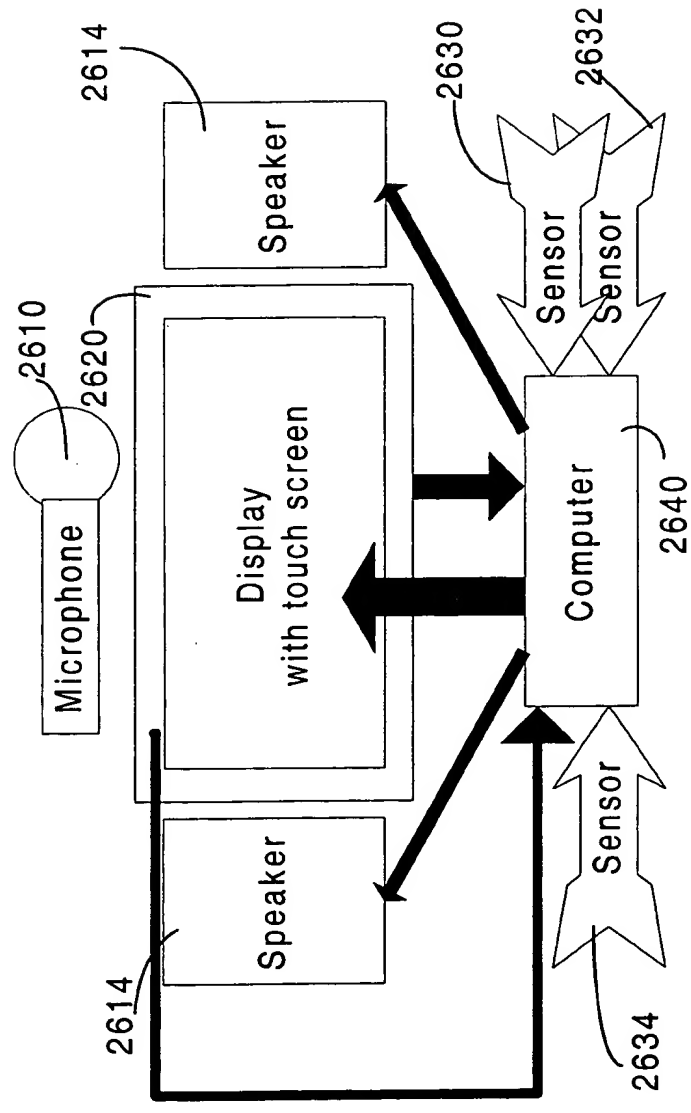
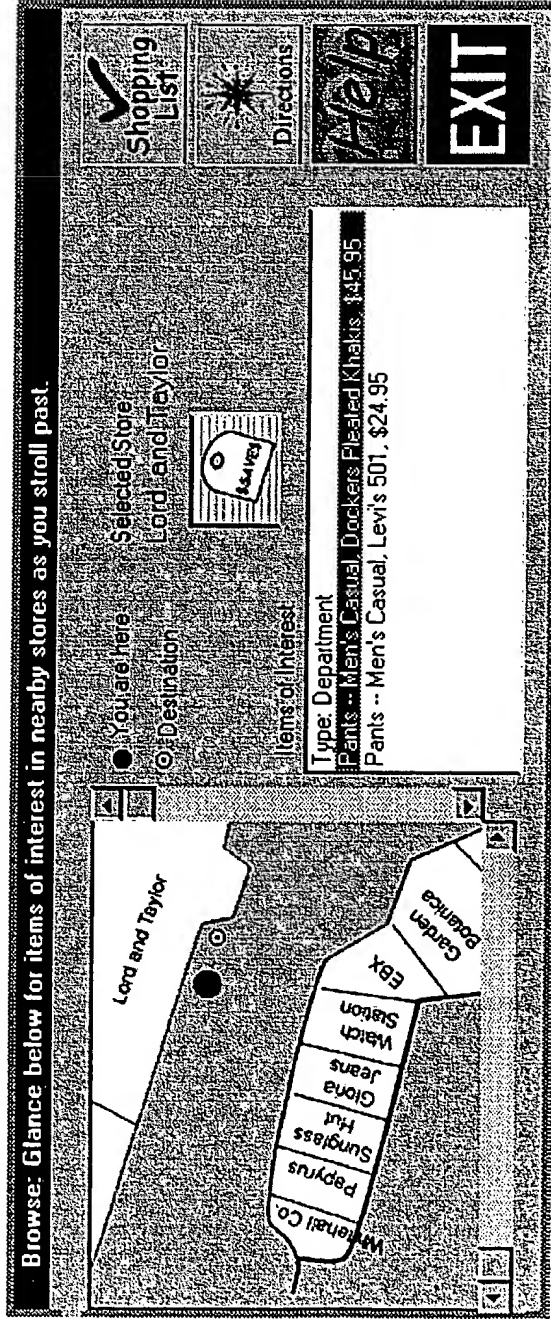


Figure 26

FIGURE 27



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